

ORDER



Orders
Order / Rev: 203859
Alt Order #:
Product Desc: 9/10-9/16 KAINE FOR SENATE 2012
Estimate: 11791
Flight Dates: 09/10/12 - 09/16/12
Original Date / Rev: 09/06/12 / 09/06/12
Order Type: REG

WVBT

Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/M

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/13/12	6	\$3,150.00	\$2,677.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	6	\$3,150.00	\$2,677.50	0.00
Totals	6	\$3,150.00	\$2,677.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	09/10/12	09/10/12	M-F 7-730p	CM	7-730p	1-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----		1				\$75.00		0.00			
N 2	WVBT	09/13/12	09/13/12	M-F 730-8p	CM	730-8p	---1---	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				30 Rock											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$75.00		0.00			
N 3	WVBT	09/11/12	09/11/12	Tue Prime Other 1	CM	8-10p	-1-----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
				Tuesday 8-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----		1				\$1,000.00		0.00			
N 4	WVBT	09/13/12	09/13/12	Thur Hour 1	CM	8-9p	---1---	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
				Thu 8-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$1,500.00		0.00			
N 5	WVBT	09/11/12	09/11/12	M-F 10-1044p	CM	10-1045p	-2-----	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
				Fox News @ 10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-2-----		2				\$250.00		0.00			
													Totals	6	\$3,150.00